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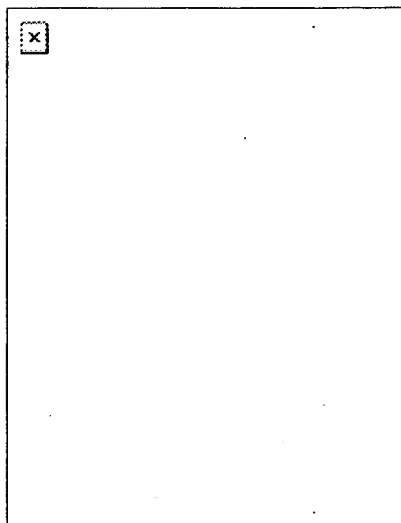
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JAM TODAY! WITH POMONA'S UNIVERSAL PECTIN



"Pomona's Universal Pectin" is a sugar-free, low-methoxyl citrus pectin that is activated by calcium. Since it does not require sugar to jell, jams and jellies can be made with less, little, or no sugar. Some other possible sweeteners are honey, fructose powder, concentrated fruit sweetener, maple syrup, frozen juice concentrate and artificial sweetener.

Each 1 oz. box of **"Pomona's Pectin"** contains a packet of pectin, a packet of calcium powder and a sheet of newly revised (9/98) directions and recipes. A **JAMLINE** telephone number is included in case there are any questions.

* *Concentrated and economical* -- each box makes two to four recipes.

* *Timesaving* -- recipes can be doubled and tripled.

Look for **"Pomona's"** at your local Health Food Store, Food Co-op or Farm Stand. If you can't find it locally, then you can mail order it all year from Workstead Industries or Gourmet Acres:

U.S.

Workstead Industries
P.O. Box 1083
Greenfield, MA 01302
(413) 772-6816

Canada

Gourmet Acres
1439 Sale Barn Road
Greely, ON K4P 1L6
Phone: (613) 821-1345
Fax: (613) 831-0970

1-4 1 oz. boxes	\$3.50/box *
5+ 1 oz. boxes	\$3.25/box *
1 lb. Bulk	\$30.20

Prices include shipping.

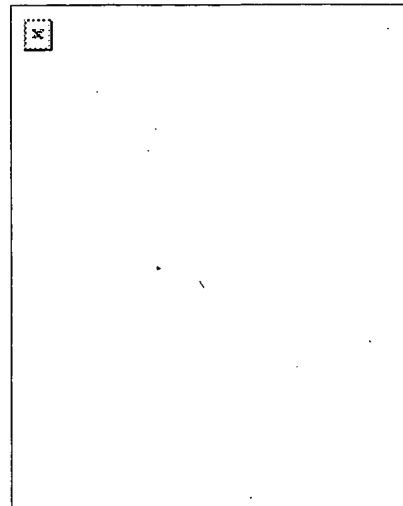
Send check with order.

Bulk includes calcium and directions.

* *You can subtract off 10¢ for each box, calcium packet or recipe sheet you don't want.*

Pomona's Universal Pectin is packaged in beautifully designed, easy to handle 1 oz. boxes 24 of which arrive in

a convenient, eye-catching display carton. A full sheet of simplified directions & delicious recipes is in every box.



Store buyers read on for more information!

Why sell Pomona's Universal Pectin?

It gels without sugar & it's sugarfree.

Why does Pomona's Universal Pectin sell?

Now your customers can make jam & jelly the way they want it.

What does Pomona's Pectin do that ordinary fruit pectin doesn't?

Pomona's Universal Pectin gels regardless of the sugar concentration in the jam or jelly, requiring only the calcium naturally present in most fruit to set firmly. *

What does this mean to your customers?

Now jam and jelly makers can easily and successfully make low and no sugar fruit spreads that are thick, healthful, and delicious. Pomona's Pectin firmly gels fruit products sweetened with any amount of honey, sugar, fruit juice or artificial sweetener. And for those customers with purer tastes or special health needs, it works equally well with 100% unsweetened fruit or juice.

Pomona's Pectin can be used in a number of applications: cooked jams and jellies, uncooked 'freezer' jams and jellies, aspics, jelled milk puddings, chilled pie fillings and as a vegetarian gelatin substitute. It gels fresh, frozen or canned fruit and juice.

Many jam and jelly makers have been frustrated by the pectins generally available. These pectins do not work without 55% or higher sugar concentration, and they are not pure products.

Some large manufacturers have introduced pectin products that require less sugar but they contain undesirable additives. All pectins available today, *except Pomona's Pectin*, have sugar as one of the ingredients and many have preservatives as well. People today are concerned about product purity. Pomona's Universal Pectin is 100% pure citrus pectin powder.

Stocking Pomona's Pectin will delight your jam-making customers and encourage others to start making their own.

Is it economical to use?

Yes! Because Pomona's Pectin does not have the sugar normally added by manufacturers for the purpose of gel strength standardization (the strength is standardized by blending pectin with pectin); it is more *concentrated*. A 1 oz. box will gel 20 cups of fruit. A box of ordinary pectin will only gel 3-5 cups of fruit with about an equal amount of sugar. Therefore, a box of Pomona's gels 4 times as much *fruit* and twice as much finished product. That's both economy and healthful eating!

How will Pomona's Universal Pectin help your sales?

On both the wholesale and retail levels it is a product that boosts sagging summer sales. It sells primarily from May to September peaking in June and July. Depending on your location, it can start sooner and/or continue longer. It is a versatile, *one of a kind* product that is pure and keeps indefinitely.

Sell to all those jam and jelly makers who are ready to buy *if* they can find it.

What is the source of Pomona's Universal Pectin and how is it manufactured?

Pomona's Universal Pectin is derived from the peel and pulp of lemon and lime, and to a minor extent orange and grapefruit. Citrus peel is a by-product from juice and oil pressing and contains a high proportion of pectin.

The pectin is extracted using hot, acidified water and then precipitated out of solution with alcohol. Some amide groups are then introduced into the pectin molecule during the process of de-esterification (a process by which the pectin is changed from a high-methoxyl to low-methoxyl). High-methoxyl pectin requires a sugar concentration above 55% to gel whereas low-methoxyl pectin gels in the presence of calcium ions.

This calcium sensitive, amidated, low-methoxyl pectin is packaged under the name Pomona's Universal Pectin. Each 1 oz. box includes thorough instructions and easy to follow recipes. Although LM (low-methoxyl) pectin has been known to industry for some time, Pomona's Universal Brand finally put it on the retail shelves. **

Tap into a fast growing market. Place your order now for a product people are excited about.

** A small packet of food grade monocalcium phosphate come in each box for use with low calcium fruits. Monocalcium phosphate is used as a yeast nutrient in baking, an acidulant in baking powder, and as a mineral supplement.*

*** Pomona's Universal Pectin is not recommended as a dietary supplement.*

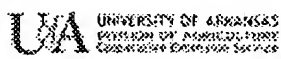
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Uncooked Jams and Jellies

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Author: Pamela L. Brady, Extension Foods Specialist

Introduction

Jams and jellies add zest to meals. They are a good way to use fruits. The fresh flavors of the fruit in uncooked jams and jellies lead to their popularity. They are easy to make if you follow instructions.

Storage

Uncooked jams and jellies must be stored in the refrigerator or freezer. They can be kept up to three weeks in a refrigerator or up to a year in a freezer. Freezer storage is best for maintaining natural color as well as flavor. If kept at room temperature, they will mold or ferment in a short time. **Once a container is opened, the product should be used within a few days.**

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Uncooked Jam

Uncooked jams can be made from some fresh fruits and from frozen fruits.

Jam Made With Berries

3 cups crushed unsweetened blackberries, raspberries or strawberries (about 1 1/2 quarts)
5 cups sugar
1 box powdered pectin and 3/4 cup water, or 1/2 bottle liquid pectin

Measure 3 cups of prepared berries in extra large mixing bowl. Add sugar, mix well, and let stand for about 20 minutes, stirring occasionally.

If using powdered pectin, dissolve the pectin in the water, bring to a boil, and boil for one minute. Add pectin to berries and sugar and stir for 2 minutes. Pour the jam into freezer containers or canning jars, leaving 1/2 inch space at the top. Cover container and let stand at room temperature for 24 hours. Freeze or refrigerate. Makes about 7 half-pint jars.

If blackberries are very seedy, put part or all of them through a sieve or food mill.

Cherry Jam – Pit and grind cherries. Prepare the same as berry jam.

Peach Jam – Prepare as berry jam except add 3 tablespoons lemon juice to mashed peaches.

Plum Jam – Pit plums and put through a food chopper before measuring. For mild plums, add 2 to 3 tablespoons lemon juice. Prepare the same as berry jam. For tart plums, use 3 cups plums and 6 cups of sugar. Prepare the same as berry jam.

Jams from Frozen Fruit

2 (10 oz) packages frozen unsweetened blackberries, raspberries or strawberries

3 cups sugar

1 box powdered pectin and 1 cup water, or 1/2 bottle liquid pectin


Let the berries thaw. Mix berries and sugar. Let stand about 20 minutes, stirring occasionally. If powdered pectin is used, combine it with water, boil 1 minute stirring constantly. Add pectin to berries and sugar. Stir about 2 minutes. Pour jam into freezer containers or canning jars, leaving 1/2 inch space at the top. Cover container and refrigerate until set. Store in the refrigerator or freezer.

Cherry Jam – Grind cherries. Follow directions for jam from frozen fruit. Add 1 or 2 tablespoons lemon juice to the fruit.

Peach Jam – Mash peaches when thawed. Add 3 tablespoons lemon juice to the peaches. Prepare the same as jam from frozen fruit.

Red Raspberry – Use 3 (10 oz) packages of raspberries and 4 cups of sugar. Prepare the same as jam from frozen fruit.

- If jam is too firm, stir to soften.
- If it tends to separate, stir to blend
- If it is too soft, bring to a boil; it will thicken on cooling.

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Uncooked Jellies

Uncooked berry jellies can be made from fresh red raspberries, boysenberries, blueberries, or loganberries. Jellies can be made from frozen concentrated juice of these berries or from frozen orange or grape juice concentrates.

To prepare juice from fresh berries, sort and wash fully ripe berries; remove any stems and caps. Wash in cold running water, or wash them in several changes of cold water, lifting them out of the water each time. Do not let fruit stand in water. Put the fruit in a damp jelly bag or fruit press to extract juice. Pressed juice should be re-strained through a double thickness of

damp cheesecloth or a damp jelly bag; the cloth or bag should not be squeezed.

Berry Jelly

3 cups unsweetened berry juice (fresh or frozen)
4 1/2 cups sugar
1 box powdered pectin
1/2 cup water

Add the sugar to 1 1/4 cups of berry juice. Stir thoroughly. Add the pectin slowly to the water. Heat almost to boiling, stirring constantly. Pour the pectin mixture into the remaining 1 3/4 cups of berry juice. Stir until pectin is completely dissolved. Let the pectin mixture stand 15 minutes. Stir occasionally. Mix the juice mixture with pectin mixture. Stir until all sugar is dissolved. Pour into containers. Cover with a tight lid. Let stand at room temperature until set, from 6 to 24 hours. Store in refrigerator or freezer.

Orange Jelly

1 box powdered pectin
2 cups lukewarm water
1 (6-oz) can frozen orange juice concentrate
4 1/2 cups sugar
1/4 cup fresh lemon juice

Mix the pectin slowly into the lukewarm water in a two quart mixing bowl. Stir constantly until completely dissolved. Let stand 45 minutes. Stir occasionally but do not beat. Thaw juice by placing can in cold water. When juice is thawed pour into a one quart bowl. Add the lemon juice and 2 1/2 cups of the sugar. Mix thoroughly. All the sugar will not dissolve. Add the remaining 2 cups of sugar to the dissolved pectin. Stir until all sugar is dissolved. Mix the juice mixture with the pectin mixture. Stir constantly until all sugar is dissolved.

Pour into containers. Cover with a tight lid. Let stand at room temperature until set. Freeze or refrigerate.

Grape Jelly

2 cups lukewarm water
1 box pectin
1 (6-oz) can frozen grape juice concentrate
3 1/4 cups sugar

Mix the pectin slowly into the lukewarm water in a 2 quart mixing bowl. Stir constantly until completely dissolved. Let stand 45 minutes. Stir occasionally but do not beat.

Thaw juice by placing can in cold water. When juice is thawed, pour into a one quart mixing bowl. Add 1 3/4 cups sugar. Mix thoroughly. All the sugar will not be dissolved. Add the remaining 1 1/2 cups of sugar to the dissolved pectin. Stir until all sugar is dissolved. Mix the juice mixture with the pectin mixture. Stir constantly until all sugar is dissolved.

Pour into containers. Cover with a tight lid. Let stand at room temperature until set. Freeze or

refrigerate.

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